

PARLIAMENT
Lights



THE PERFECT RECESS



3 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



IMPORTANT NOTICE

This advertisement complies with the legal requirements for a Surgeon General's warning and "tar" and nicotine disclosure in cigarette advertising. The warning on the proof and reproduction material you receive is for insertion in publications with a cover date between the period

of April 1 through June 30, 1989.

Check proofs and reproduction material you receive to be certain they match each other. Under no circumstances are you to run substitute materials, alter or omit any copy without prior written approval from Backer Spielvogel Bates, Inc.

THIS REPRODUCTION MATERIAL IS NOT TO BE USED FOR ANY DATE/S OTHER THAN THAT SHOWN ON THE INSERTION ORDER.

This advertisement with the Surgeon General's warning shown on this material cannot legally appear in publications with a cover date after June 30, 1989. You must destroy this material to avoid its improper use after that date.

PHILIP MORRIS, USA

JOB NO. PH-PRL-PS-7642A (REV 1)

AD NO. 420A

TITLE: NIGHT CACTUS

SIZE: PAGE 4/C BLD.

PUBLICATIONS: NATIONAL CONSUMER MAGS.

YEAR: 1989

THIS ADVERTISEMENT PREPARED BY

Backer Spielvogel Bates, Inc.

WARNING EXHIBIT SIZE 2

WARNING STATEMENT A

TAR & NICOTINE SIZE 10PT

COVER DATE 5/89

QUARTER OF COVER DATE 2nd